

ABSTRACT OF THE DISCLOSURE

A method for permanently dyeing hair which comprises subjecting said hair to a
5 number of treatments, having a set time interval between each two consecutive such
treatments, wherein each treatment comprises steps a.) and b.) below:

a.) contacting said hair, for a period of about 5 seconds to about 5 minutes with a
recently made mixture of:

i.) an alkaline composition comprising a dye intermediate in a shampoo base
10 or in a conditioner base; and

ii.) an acidic composition comprising an oxidating compound in a shampoo
base or in a conditioner base;

b.) rinsing said mixture from said hair with water;

15 with the proviso that when a conditioner base is present in a.) i.) above, an
independently selected conditioner base is also present in a.) ii.) above; and when a
shampoo base is present in a.) i.) above, an independently selected shampoo base is
also present in a.) ii.) above;

20 and wherein said number of treatments is between about 2 to about 30; and wherein
said set time interval between each two consecutive treatments is between about 8
hours and 30 days, is described.